GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2375
ANSWERED ON:30.11.2016
Information and Communication Policy
Maragatham Smt. K.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to review the information and communication policy as it is not well defined;

(b) if so, the details thereof;

(c) whether the Government is considering to come out with an effective communication with effective linkages within the plethora of media units including PIB, Publication Division, Directorate of Field Publicity, Film Division and Prasar Bharti; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) There is no specific information and communication policy.

(b) Question does not arise.

(c) & (d) All the Media Units under the Ministry of I&B have an integrated, 360 degree approach to information dissemination and awareness generation about Government's policies and programmes through different media platforms, viz. electronic, print and social media as well as through interpersonal communication. In order to ensure effective outreach to citizens in a concerted manner and for optimum utilization of available resources, the Ministry is endeavouring to utilize these platforms through its Media Units in a coordinated and integrated manner.

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